

ABSTRACT OF THE DISCLOSURE

One field is divided into a plurality of subfields on a time base, thereby to set the subfields as control units for driving a pixel. A liquid crystal exhibits such a low response rate that the saturation response time thereof is longer than one subfield period. Accordingly, even when an ON voltage is applied to the liquid crystal in only one predetermined subfield by way of example, the transmission factor of the liquid crystal does not reach 100 %. That is, the change of the transmission factor in each subfield can be finely controlled in the transitional period of the transmission factor of the liquid crystal. Thus, the number of gradations can be remarkably enlarged as compared with the number of the subfields within one field, and displays at multiple gradations can be realized.

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